

CLAIMS

What is claimed is:

1. A method for preparing ad-books, such method comprising:
preparing an advertisement at a user terminal connected to a communications network; and
processing the advertisement at a server connected to the communications network for placing the advertisement in an ad-book.
2. The method of claim 1 wherein preparing further comprises selecting choices relating to the advertisement.
3. The method of claim 2 wherein choices comprises advertisement message, size, placement, color, price, background and layout.
4. The method of claim 2 wherein choices comprises indicating whether the advertisement shall be printed in a physical ad-book.
5. The method of claim 1 wherein preparing further comprises selecting an advertisement type or theme to reduce the number of choices that an advertiser must make to produce an advertisement.
6. The method of claim 1 wherein the communications network comprises a public switch telephone network and packet data network.
7. The method of claim 1 wherein the user terminal comprises a computer system.
8. The method of claim 7 wherein the computer system comprises one of a personal computer, a notebook computer, a personal digital assistant (PDA), a cellular telephone or a mobile/wireless assistant.

9. The method of claim 1 wherein the server comprises a web server computer system for accessing the communications network.
10. The method of claim 9 wherein the web server comprises a firewall for maintaining security.
11. The method of claim 10 wherein the firewall limits access to information on the server wherein information comprises the advertisements and the ad-books.
12. The method of claim 1 wherein preparing further comprises using computer software running at the user terminal to create an advertisement.
13. The method of claim 12 wherein the computer software comprises at least one of Microsoft Office, Corel PageMaker and Adobe PhotoShop.
14. The method of claim 1 wherein processing further comprises receiving payment at the server for processing the advertisement for placement in an ad-book.
15. The method of claim 1 wherein processing further comprises:
 - receiving the advertisement at the server from the user terminal;
 - storing the advertisement at the server; and
 - converting the received advertisement into an advertisement to be placed into an ad-book.
16. The method of claim 15 further comprising receiving payment at the server for processing the advertisement for placement in an ad-book.
17. The method of claim 15 further comprising classifying the received advertisement into an ad-book category.

18. The method of claim 15 further comprising using techniques, the techniques comprising statistics and demographics, to discern at least one group of related advertisements.

19. The method of claim 15 further comprising using techniques, the techniques comprising statistics and demographics, to discern at least one group of related advertisers.

20. The method of claim 15 further comprising using techniques, the techniques comprising statistics and demographics, to discern at least one group of related ad-books.

21. The method of claim 15 further comprising converting the received advertisement into an HTML advertisement to be shown on at least one user terminal.

22. The method of claim 21 wherein the HTML advertisement is a part of an electronic ad-book.

23. The method of claim 21 further comprising sending a copy of the HTML advertisement to an advertiser whom initiated the advertisement preparation.

24. The method of claim 1 further comprising registering with the server whereby an advertiser at the user terminal connects to the server and enters information relating to the advertiser.

25. The method of claim 1 further comprising entering a mode of payment at the user terminal to pay for the advertisement to be placed in the ad-book.

26. The method of claim 1 further comprising sending an acknowledgement to an advertiser notifying the advertiser of the receipt of the advertisement.

27. The method of claim 1 further comprising sending an acknowledgement to an advertiser notifying the advertiser of payment information.

28. A method for preparing ad-books, such method comprising:
preparing an advertisement by selecting choices relating to the advertisement at a user terminal connected to a communications network;
receiving the prepared advertisement at the server connected to the communications network;
classifying the prepared advertisement into at least one ad-book; and
converting the prepared advertisement into an advertisement to be placed into an ad-book.

29. A system for preparing ad-books, such system comprising:
means for preparing an advertisement at a user terminal connected to a communications network; and
means for processing the advertisement at a server connected to the communications network for placing the advertisement in ad-book.

30. The system of claim 29 wherein the means for preparing further comprises means for selecting choices relating to the advertisement.

31. The system of claim 30 wherein choices comprises advertisement message, size, price, placement, background and layout.

32. The system of claim 30 wherein choices comprises indicating whether the advertisement shall be printed in a physical ad-book.

33. The system of claim 29 wherein the means for preparing further comprises means for selecting an advertisement type, price or theme to reduce the number of choices that an advertiser must make to produce an advertisement.

34. The system of claim 29 wherein the communications network comprises a public switch telephone network and packet data network.

35. The system of claim 29 wherein the user terminal comprises a computer system.

36. The system of claim 35 wherein the computer system comprises one of a personal computer, notebook computer, a personal digital assistant (PDA), a cellular telephone or a mobile/wireless assistant.

37. The system of claim 29 wherein the server comprises a web server computer system for accessing the communications network.

38. The system of claim 37 wherein the web server comprises a firewall for maintaining security.

39. The method of claim 38 wherein the firewall limits access to information on the server wherein information comprises the advertisements and the ad-books.

40. The system of claim 29 wherein the means for preparing further comprises means for using computer software to create an advertisement.

41. The system of claim 40 wherein the computer software comprises at least one of Microsoft Office, Corel PageMaker and Adobe PhotoShop.

42. The system of claim 29 wherein the means for processing further comprises receiving payment at the server for processing the advertisement for placement in an ad-book.

43. The system of claim 29 further comprising means for converting the advertisement into an HTML advertisement to be shown on at least one user terminal.

44. The system of claim 43 wherein the HTML advertisement is a part of an electronic ad-book.

45. The system of claim 43 further comprising means for sending a copy of the HTML advertisement to an advertiser whom initiated the advertisement preparation.

46. The system of claim 29 further comprising means for registering with the server whereby an advertiser at the user terminal connects to the server and enters information relating to the advertiser.

47. The system of claim 29 further comprising means for receiving the advertisement from an advertiser.

48. The system of claim 47 further comprising means for sending an acknowledgement to the advertiser notifying the advertiser of the receipt of the advertisement.

49. The system of claim 47 further comprising means for sending an acknowledgement to the advertiser notifying the advertiser of payment information.

50. A system for preparing ad-books over the Internet, such system comprising:

a computer system comprising an interface to a communications network and capability to prepare an advertisement; and

an ad-book server connected to the communications network that receives the prepared advertisement.

51. The system of claim 50 wherein the computer system further comprises a graphical user interface for selecting choices relating to the advertisement.
52. The system of claim 51 wherein choices comprises advertisement message, size, placement, color, price, background, and layout.
53. The system of claim 50 wherein the ad-book server presents choices relating to an advertisement type or advertisement theme to the computer system.
54. The system of claim 50 wherein the communications network comprises a public switch telephone network and packet data network.
55. The system of claim 50 wherein the computer system further comprises one of a personal computer, a notebook computer, a personal digital assistant (PDA), a cellular telephone or a mobile/wireless assistant.
56. The system of claim 50 wherein the ad-book server further comprises a web server computer system capable of interfacing with the Internet.
57. The system of claim 50 wherein the computer system further comprises at least one of Microsoft Office, Corel PageMaker, and Adobe PhotoShop.
58. The system of claim 50 wherein the ad-book server further comprises a database of at least one of advertisements, ad-books, and advertisers.